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ABSTRACT

This report summarizes the growth of higher education and journalism education in particular during the period from 1960 to 1973. The information is presented both graphically and in tabular form, using the best available figures on enrollments and degrees conferred. The study is intended for use by teachers and administrators in educational programs in journalism and mass communication and by those in higher administrative positions who oversee such programs. (RB)

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Enrollment and Degrees Conferred in Journalism and in Higher Education from 1960 — 1973

F. Edwin Cockrell and Wayne A. Danielson

Published serially at Austin, Texas by the American Association of Schools and Departments of Journalism, Harold L. Nelson, president. The committee in charge consists of Arthur M. Barnes, Peter Clarke, Albert T. Scroggins, Jr., and Wayne A. Danielson, chairman. Correspondence concerning the publication should be directed to the chairman at the School of Communication, University of Texas at Austin, Texas, 78712. Distributed without charge to member schools of the AASDJ.

Introduction

During the 1960-1973 period higher education in general and journalism education in particular experienced growth beyond expectations. This report attempts to summarize that growth graphically and in tabular form using the best available figures on enrollments and degrees conferred. The report is the first in a series by the American Association of Schools and Departments of Journalism, the organization of schools and departments of journalism with programs accredited by the American Council on Education for Journalism. The series was suggested in 1973 by the Committee on Goals and Priorities headed by Harold L. Nelson of the University of Wisconsin, Madison. It is intended to be of general interest and utility to teachers and administrators in educational programs in journalism and mass communication and to those in higher administrative positions who oversee such programs. The authors are grateful to the AASDJ for the financial support which made the study possible.

Journalism figures cited are from the annual surveys made by Frank James Price of Louisiana State University and Paul V. Peterson of Ohio State University. Professor Price gathered journalism's vital statistics from 1960 to 1968 and published his reports in *Journalism Quarterly*. Professor Peterson took up the task in 1968, publishing his reports in *Journalism Quarterly* until 1970 and in *Journalism Educator* in subsequent years. This report would not have been possible without the faithful service of these men over the years. Figures used for higher education came from various surveys conducted by the United States Office of Education, National Center for Educational Statistics, and are cited at the end of this report.

Because of changing definitions of the journalism field and variations in the number of schools making reports, the figures and graphs should be used to note trends and not to pin down detailed, year-to-year differences. The current definition of a journalism major is given by Professor Peterson as "a person who comes under the control of a school or department of journalism. This includes persons concentrating in news editorial. advertising, radio-tv, public relations, magazine journalism, photo-journalism, community journalism, agricultural journalism, home economics journalism, science and technical writing and others such as journalism education." Similarly, definitions as well as methods of reporting national figures have changed during the period and completely comparable figures are not always available. Since 1969, for example, the Office of Education has reported resident undergraduates. Before 1969 most figures for undergraduates included extension students (graduate and undergraduate), first professional students (law, dentistry and others) and unclassified students. An attempt has been made to bring these and other figures to a comparable base and notes are made where this has been done.

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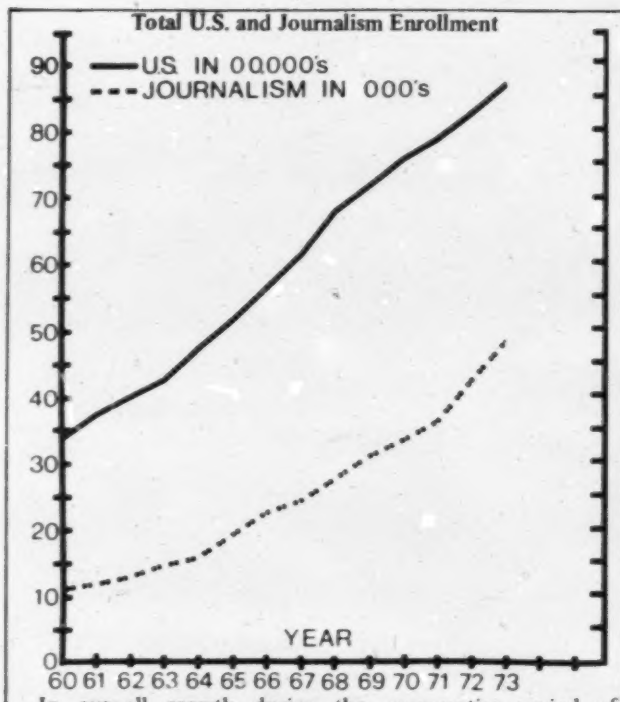
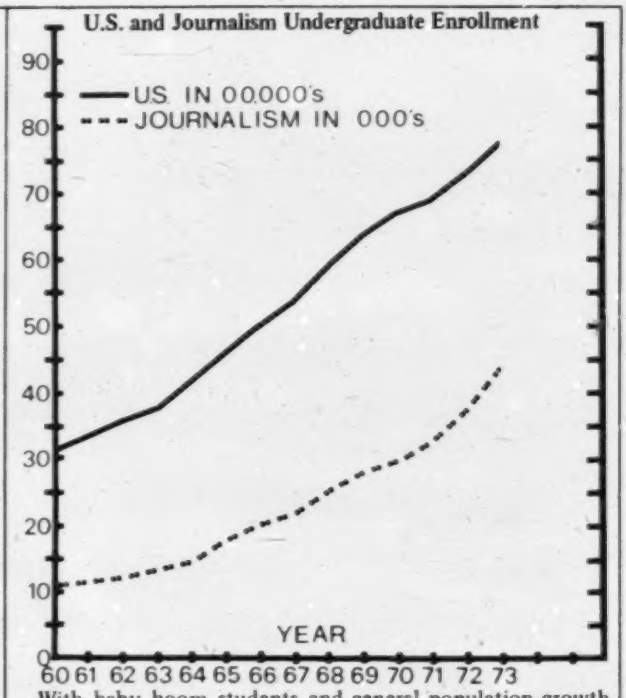


In over-all growth during the comparative period of 1960-1973, journalism enrollment has increased by 324.8% while figures for higher education show an enrollment increase of 149.2%. Journalism has averaged an 11.9% increase annually in enrollment while higher education enrollment has increased an average of 7.3% per year.

In the case of general university enrollment, it should be noted that the figures are conservative. In order to have a better comparison with journalism enrollment only "resident degree credit student enrollments" were presented in the undergraduate figures and only resident graduate students were shown. This means that when possible extension students were not included in the enrollment figures nor were terminal occupational students. Had all categories of students been presented in the general higher education enrollment figures the raw totals would have been larger but the growth rate might have been lowered somewhat.



With baby boom students and general population growth, higher education has absorbed an undergraduate enrollment increase of 148% over the 1960-1973 period, an average increase of 7.3% per year.

Journalism has experienced a far greater increase with a growth rate of 323% in undergraduates, an average increase of 11.8% per year, during the same period.

The fall of 1965 should probably be considered the beginning of journalism's rapid undergraduate growth. During the fifties and beginning sixties journalism's growth was slow. However, in the fall of 1965 undergraduate enrollment began to make a significant swing upward. It was at this time that journalism enrollments topped the previous 1948 peak of 16,619 students. Since that time enrollments have steadily increased. The rate has been especially rapid in the last few years while over-all undergraduate enrollment appears to be slacking off.

U.S. HIGHER EDUCATION AND JOURNALISM ENROLLMENT FALL 1960–1973

	1960	*1961*	*1962*	*1963*	*1964*	*1965*	*1966*
U.S. Undergraduates:[1]	3,124,069[2]	3,354,541	3,571,112[2]	3,787,683	4,175,099[2]	4,562,515[2]	4,949,931[3]
Journalism Undergraduates:	10,349	11,162	11,879	13,143	14,278	17,313	19,979
U.S. Graduate Students:	370,254[2]	397,907	438,340[2]	478,772	546,516[2]	614,258[2]	682,000[4]
Journalism Graduate Students:	1,041	1,208	1,258	1,481	1,542	1,916	2,360
Total U.S. Enrollment:	3,494,323[2]	3,752,448	4,009,452[2]	4,266,455	4,721,615[2]	5,176,773[2]	5,631,931
Total Journalism Enrollment:	11,390	12,370	13,137	14,624	15,820	19,229	22,339

U.S. HIGHER EDUCATION AND JOURNALISM DEGREES CONFERRED 1960–1973

	1960	*1961*	*1962*	*1963*	*1964*	*1965*	*1966*
U.S. Bachelor's Degrees Conferred:	NA	365,337	382,822	410,421	460,467	492,984	524,117
Journalism Bachelor's Degrees Conferred:	NA	NA	NA	NA	2,595	2,897	3,325
U.S. Higher Degrees Conferred:	84,326	88,822	96,511	104,240	115,612	128,662	159,117
Journalism Higher Degrees Conferred:	NA	NA	NA	NA	438	519	608
Total U.S. Degrees Conferred:	443,675[5]	454,181	479,333	514,661	576,079	621,646	683,128
Total Journalism Degrees Conferred:	2,740	2,628	2,623	2,911	3,033	3,416	3,933

1 Undergraduate figures include first professional students such as law, dentistry, medicine and theology students.
2 Estimated: Found through linear interpolation. Federal figures comparable to other years are not available.
3 Estimated: Found by taking the projected undergraduate enrollment in *Projections of Educational Statistics to 1981–82,* (see Bibliographical Notes), which includes in undergraduate figures, first professional students, extension students and resident undergraduate students, and subtracting extension student figures found in *Opening Fall Enrollment Reports,* (see Bibliographical Notes).
4 Estimated: Found in *Projections of Educational Statistics to 1981–82,* (see Bibliographical Notes).
5 This figure includes first professional degrees conferred. Figures for degrees conferred in all other years contain professional degree figures if they are for master's or doctor's professional degrees.

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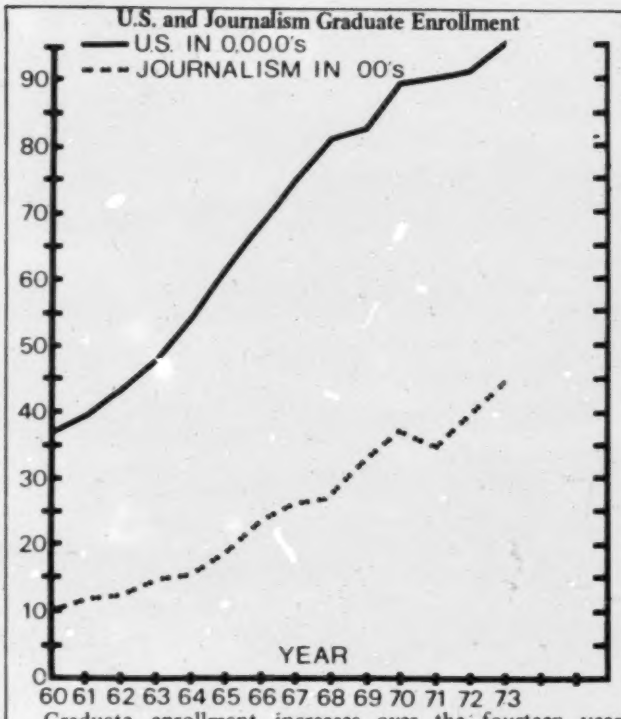
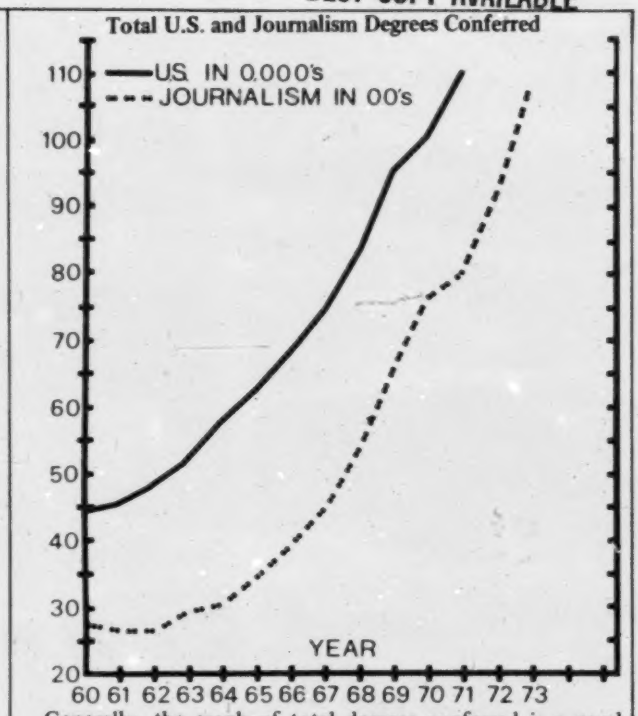

U.S. and Journalism Graduate Enrollment
U.S. IN 0,000's
JOURNALISM IN 00's
YEAR
0 10 20 30 40 50 60 70 80 90
60 61 62 63 64 65 66 67 68 69 70 71 72 73

Graduate enrollment increases over the fourteen year period amounted to 158.7% while journalism graduate increases amounted to 331.4% over the same period. Higher education graduate gains averaged increases of 7.7% per year while journalism graduate enrollment gains averaged 12.6% annually.

One observation about the graduate enrollment figures of higher education should be made. The figures presented include all graduate students even though they are not considered master's or doctoral candidates. If one wants to know the figures for just those graduate students who are enrolled for a master's or doctor's degree he should consult the annual reports of *Enrollment for Advanced Degrees* published by the Office of Education, National Center for Educational Statistics. The graduate student enrollment figures in these reports are lower than the ones presented here.


Total U.S. and Journalism Degrees Conferred
U.S. IN 0,000's
JOURNALISM IN 00's
YEAR
20 30 40 50 60 70 80 90 100 110
60 61 62 63 64 65 66 67 68 69 70 71 72 73

Generally, the graph of total degrees conferred is a good indicator of the increasing number of college graduates becoming available for employment. In the case of journalism this means the increasing number of graduates available primarily for the print and broadcast media.

Due to missing national data, a 1960-1973 comparison is not possible. However, over the 1960-1971 period journalism shows a slightly faster growth rate in degrees conferred than does higher education in general. The number of degrees conferred in journalism increased by 191% while the number of degrees conferred in higher education in general increased by 150%. The figures average to an increase per year of 10.5% for journalism and 8.8% for higher education. Over the entire 1960 to 1973 period the number of degrees conferred by journalism increased by 294%, an average increase of 11.4% a year.

U.S. HIGHER EDUCATION AND JOURNALISM ENROLLMENT
FALL 1960–1973

	1967	*1968*	*1969*	*1970*	*1971*	*1972*	*1973*
U.S. Undergraduates:[1]	5,359,729[3]	5,900,581[6]	6,363,364[7]	6,706,601[7]	6,958,693[7]	7,305,000[9]	7,749,600[9]
Journalism Undergraduates:	21,818	24,795	27,983	29,414	32,524	37,739	43,823
U.S. Graduate Students:	753,000[4]	810,577	830,705	902,842	908,000[8]	915,000[8]	958,000[8]
Journalism Graduate Students:	2,627	2,688	3,268	3,692	3,513	3,952	4,504
Total U.S. Enrollment:	6,112,729	6,711,158	7,194,069	7,609,443	7,866,693	8,220,000[10]	8,707,000[10]
Total Journalism Enrollment:	24,445	27,483	31,251	33,106	36,037	41,691	48,327

U.S. HIGHER EDUCATION AND JOURNALISM DEGREES CONFERRED
1960–1973

	1967	*1968*	*1969*	*1970*	*1971*	*1972*	*1973*
U.S. Bachelor's Degrees Conferred:	562,369	636,863	734,002	798,070	846,110	NA	NA
Journalism Bachelor's Degrees Conferred:	3,694	4,448	5,573	6,524	6,802	7,855	9,279
U.S. Higher Degrees Conferred:	178,513	200,241	220,603	239,259	263,599	NA	NA
Journalism Higher Degrees Conferred:	793	872	946	1,077	1,166	1,336	1,514
Total U.S. Degrees Conferred:	740,882	837,104	954,605	1,037,329	1,109,709	NA	NA
Total Journalism Degrees Conferred:	4,487	5,320	6,519	7,601	7,968	9,191	10,793

6 Figure determined by adding first professional figures and resident undergraduate figures found in *Residence and Migration of College Students Analytic Report*, (see Bibliographical Notes).

7 Figures determined by adding first professional figures, unclassified resident students and resident undergraduate figures found in *Fall Enrollment Reports* in order to make the figures comparable to other years, (see Bibliographical Notes).

8 Projections: Found in *Projections of Educational Statistics to 1981–82*, (see Bibliographical Notes).

9 Projections: Found in *Projections of Educational Statistics to 1981–82*, (see Bibliographical Notes).

10 Projections: Found in *Projections of Educational Statistics to 1981–82*, (see Bibliographical Notes).

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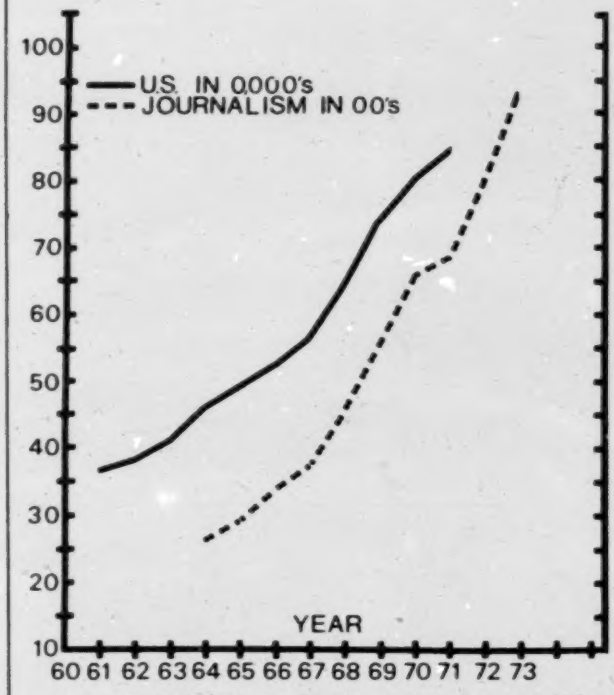
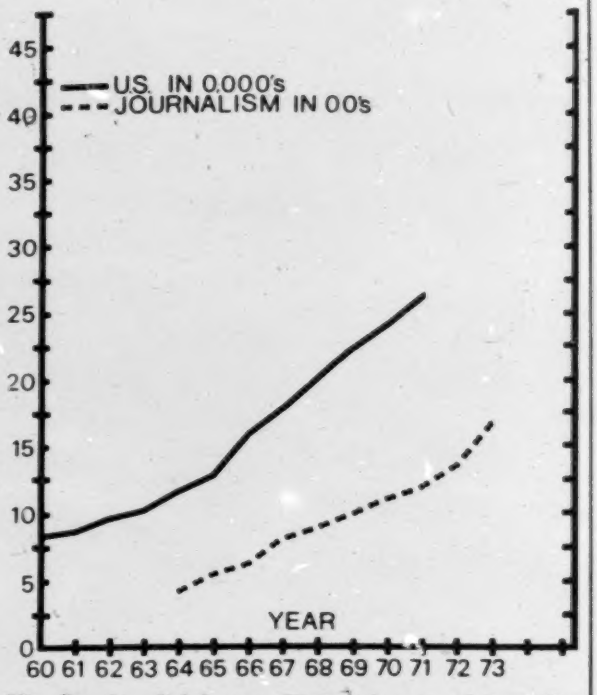
U.S. and Journalism Bachelor's Degrees Conferred



As in total degrees conferred, missing data precludes a 1960-1973 comparison of bachelor's degrees conferred in higher education generally and in journalism.

Over a comparable period of 1964 to 1971 journalism bachelor's degrees conferred increased by 162.1%, far outdistancing the increase in bachelor's degrees conferred nationally which rose by 83.8%. This means that journalism has averaged a 14.9% increase per year while higher education's increase averaged 6.8% per year.

U.S. and Journalism Higher Degrees Conferred



Visually the slightly greater growth rate of journalism graduate degrees conferred over the U.S. growth rate is difficult to detect. However, over the 1964-1971 period when comparable data are available, journalism higher degrees conferred increased by 166.2% while higher degrees conferred nationally increased 128%. This gives journalism an average increase of 15.3% and higher education an average yearly increase of 12.6%.

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1960 Determined with 195⁰ figures from *Total Enrollment in Institutions of Higher Education First Term, 1959-60, Basic Data*, Washington, D.C., Office of Education, 1962, p. 1, Table 2.

1961 Source: *Comprehensive Report of Enrollment in Higher Education, First Term 1961-62 & Summer Sessions 1961*, Washington, D.C., Office of Education, 1964, p. 7, Table 1.

1963 Source: *Summary Report: Resident & Extension Enrollments in Institutions of Higher Education, Fall 1963*, Washington, D.C., Office of Education, 1964, p. 4, Table 3.

1966 Source: *Projections of Educational Statistics to 1981-82*, Washington, D.C., National Center for Educational Statistics, 1972, p. 41, Table 18; p. 39, Table 17. *Opening Fall Enrollment in Higher Education, Fall 1966*, Washington, D.C., National Center for Educational Statistics, 1967, p. 8.

1967 Source: *Projections of Educational Statistics to 1981-82*, op.cit., p. 39, Table 17. *Opening Fall Enrollment in Higher Education, Fall 1967*, Washington, D.C., National Center for Educational Statistics, 1967, p. 6, Table 2.

1968 Source: *Higher Education Residence and Migration of College Students, Analytic Report, Fall 1968*, Washington, D.C., National Center for Educational Statistics, 1970, p. 10, Table B.

1969 Source: *Fall Enrollment in Higher Education, 1969, Supplementary Information, Summary Data*, Washington, D.C., National Center for Educational Statistics, 1970, p. 15, Table 2.

1970 Source: *Fall Enrollment in Higher Education, 1970, Part B, Supplementary Information, Summary Data*, Washington, D.C., National Center for Educational Statistics, 1971, p. 14, Table 2.

1971 Source: *Fall Enrollment in Higher Education, 1971*, Washington, D.C., National Center for Educational Statistics, 1973, p. 4. *Projections of Educational Statistics 1981-82*, op.cit., p. 39, Table 17.

1972 & 1973 Source: *Projections of Educational Statistics to 1981-82*, op.cit., p. 41, Table 18; p. 39, Table 17; p. 34, Table 13.

U.S. Higher Education Degrees Conferred

1960 Source: *Earned Degrees Conferred 1959-1960, Bachelor's and Higher Degrees*, Washington, D.C. Office of Health Education and Welfare, 1962, p. 13, Table 11.

1961 to 1965 Source: *Higher Education, Earned Degrees Conferred, Part A, Summary Data, 1966-1967*, Washington, D.C., National Center for Educational Statistics, 1972, p. 4, Table 1.

1966 to 1971 Source: *Higher Education, Earned Degrees Conferred, 1970-1971*, Washington, D.C., National Center for Educational Statistics, 1972, p. 8, Table 1.

Journalism Enrollment & Degrees Conferred Figures

1960: *Journalism Quarterly*, Autumn 1960, 37:631–634.
1961: *Journalism Quarterly*, Autumn 1961, 38:577–579.
1962: *Journalism Quarterly*, Autumn 1962, 39:565–567.
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1970: *Journalism Quarterly*, Winter 1970, 47:831–833.
1971: *Journalism Educator*, January 1972, 26:4–5; 56–60.
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1973: *Journalism Educator*, January 1974, 28:3–5; 72–76.